



Plastic Film Recycling for Businesses and Retailers



Plastic film recycling in Wisconsin

The plastic film recycling industry is growing and manufacturers are seeking clean, dry plastic bags and wrap to make new products, including lightweight packaging, composite lumber and playground equipment. Film recycling recovers valuable material, spurs economic activity, prevents litter and promotes new jobs.

The role of business and retail collection sites

Businesses and retailers that already collect plastic bags from customers can expand their efforts by registering as a **drop-off collection site**, posting WRAP signs at collection bins and accepting more than just plastic bags. Registering as a drop-off collection point benefits local businesses and retail sites in a number of ways.



A detailed "Plastic Film Recycling Tips for Businesses and Retailers" booklet is available by searching "WA1703" at dnr.wi.gov.

Benefits for businesses and retailers

It invites local customers.

Businesses with recycling drop-off bins are attractive to customers running many weekly errands.

It promotes a positive image.

Providing drop-off collection demonstrates care for sustainability and investment in the community.

It ensures buyer interest

Drop-off collection ensures that plastic film buyers can find regular, large loads at the retail site.

It reduces windblown litter.

Plastic film delivered to a drop-off is less likely to blow away as litter in parking lots and neighborhoods.



Retail drop-off collection makes plastic film recycling beneficial to all.

How to register and access signs

Businesses and retailers can go online to set up a collection program, register as a drop-off site, get free recycling signs and learn about the plastic film recycling effort.

www.plasticfilmrecycling.org - Register on the Drop-Off Directory, download free signs and learn more about plastic film recycling.

dnr.wi.gov - Search "plastic film" to access free information and promotional materials to give to customers, clients and employees.

Tips for drop-off collection points

Once registered, there are several things businesses can do to make a customer drop-off program a success.

Bin placement: Placing recycling bins next to all trash bins makes it as easy to recycle plastic film as it is to discard the material. A covered front entrance is a great spot for these containers. Keeping the bins and film dry is important.

Clear signage: Labeling film collection bins and trash bins with easy-to-understand signs deters customers from putting waste inside the wrong bin and also helps customers learn that recyclable plastic film includes more than just plastic retail bags. Recycling bins and waste containers should look different to avoid confusing customers. Free signs and posters are available at both www.plasticfilmrecycling.org and dnr.wi.gov.

Staff training: Training on plastic film recycling during regular staff meetings helps ensure that employees can answer customer questions about how and what to recycle.

Work with a hauler: If your business is already working with a recycling hauler that collects other recyclables, like cardboard, you can consult the hauler to find out how best to prepare plastic film for collection.